VIRTUAL CHANNEL SYSTEM FOR WEB APPLIANCE, INCLUDING INTERACTIVE TELEVISION

ABSTRACT OF THE DISCLOSURE

A virtual channel system for a web appliance includes an interactive television having a virtual channel memory disposed therein. The virtual channel memory includes data associated with at least one consumer selectable virtual channel. The data is an updatable Web page that is displayed when its associated virtual channel is selected. The interactive television also includes a user data input memory that includes user demographic information. The user demographic data can be used to customize the virtual channels available at the ITV. More specifically, the ITV system uses the demographic data to establish the virtual channels available to a specific consumer in accordance with the demographic information that he or she has input to the ITV system.